

For Immediate Release

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Officials to dedicate new Lincoln Highway Association National Office

SOUTH BEND -- The Lincoln Highway Association (LHA) has opened a National Office in South Bend. An Open House commemorating the new office, located at the Remedy Building, 402 W. Washington St. will be held on Saturday, April 21, 2007, from 1:00 to 4:00 P.M. The Remedy Building, owned by Historic Landmarks Foundation of Indiana was originally located on the Lincoln Highway at 1913 Lincolnway West.

At 1:30 PM, Mayor Stephen J. Luecke and LHA President Bob Lichty will dedicate a replica of a Lincoln Highway route marker, reflecting the LHA's new presence in South Bend. Also speaking will be officials from Historic Landmarks Foundation and the LHA Indiana chapter, as well as highway historian Brian Butko, author of *Greetings From The Lincoln Highway*.

The public is invited to the events. Light refreshments will be served, and several Studebaker vehicles will be on display, courtesy of the Studebaker National Museum and local owners. Images and artifacts about the Lincoln Highway will also be on display by private collectors.

Organized in 1992, the Lincoln Highway Association (LHA) has chapters in all states where the Lincoln Highway exists. The Lincoln Highway was launched in 1913 and was America's first coast-to-coast paved highway, linking New York City and San Francisco. The Lincoln Highway is over 3,000 miles in length, including the original 1913 route through South Bend.

To staff its new office, the Association recently hired David L. Hay of LaPorte, Indiana, as its first Executive Director. Hay earned graduate degrees in business and history, and has worked in fund development and management in both the for-profit and non-profit worlds. Hay will conduct fundraising activities, strategic planning, and projects of national focus.

"I am excited to be working for this great organization", Hay notes. "It's rare to find the opportunity to combine one's skills and passions, and it's my good fortune be able to do that here." He adds, "Highways embody our love of cars and the freedom to go where we want, and the Lincoln Highway continues to be a place where you can do just that."

The LHA National Office complements its existing tourist information site in Franklin Grove, Illinois, which will continue to assist travelers. Located in the historic H.I. Lincoln Building, the facility is managed by Lynn Asp, who may be reached at (815) 456-3030.

The Lincoln Highway Association National Office is located at 402 West Washington Street, South Bend, IN 46601. To contact the office, call (574) 233-0393 or e-mail hay.1@nd.edu. Also please visit the Lincoln Highway Association website at www.lincolnhighwayassoc.org.

